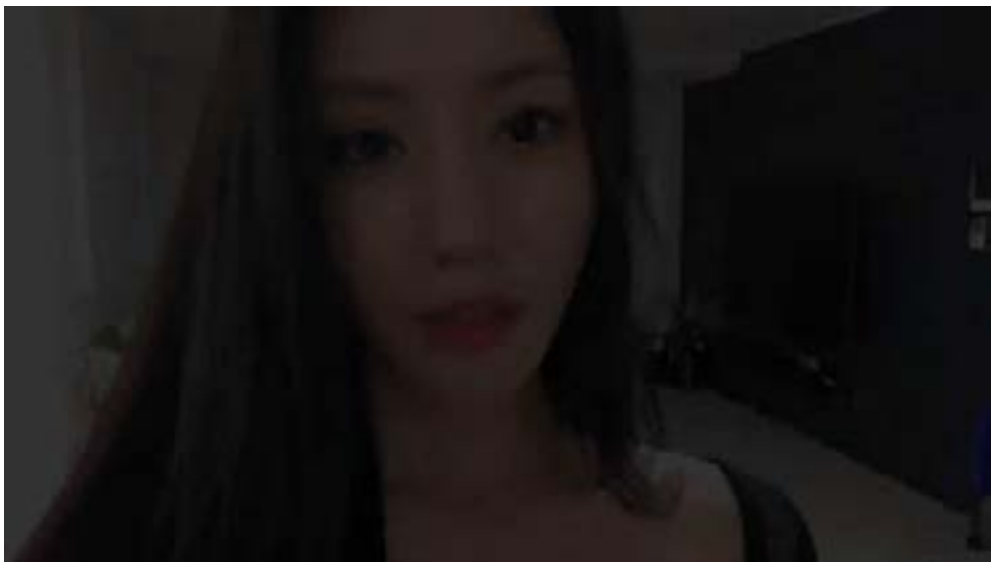หนังสือเรียน